# Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

**SHSU Online** 

#### Goal

# Support Desk Operations P

Provide high quality Technical Support through the SHSU Online Support Desk for Faculty and Students at SHSU, focusing primarily on the teaching and learning needs as they relate to distance education.

#### Objective (P)

# Response Rate For Incoming Incidents P

In the 2014-2015 Academic Year, the SHSU Online Support Desk will respond to 100% of support desk incidents within 24 hours.

#### KPI Performance Indicator

## Tracking Mechanism For Support Desk Incidents 🎤

The SHSU Online Support Desk collects incident information with every call, email, or chat request that comes through the help desk ticketing system. These metrics are captured periodically and systematically utilizing GoToAssist software for support.

The expectation is that all incoming support deks incidents by way of email, call, or chat, will be responded to within a 24 hour time frame.

#### Result

# Tracking Mechanism For Support Desk Incidents

During the 2014-2015 Academic Year, the SHSU Online Support Desk responded to 100% of support desk incidents within 24 hours. These metrics account for all incident types, including email, voicemail, missed calls, received calls, chats and walk-ins.

There are no actions for this objective.

#### Objective (P)

# Survey To Track And Measure Client Satisfaction P

In the 2014-2015 Academic Year, the Support Desk will launch a program evaluation initiative, issuing at least one round of surveys (100+) per semester, to track and measure client satisfaction.

#### KPI Performance Indicator

#### Survey To Track And Measure Client Satisfaction

After a student has an interaction with the SHSU Online Support Desk, they are contacted to provide feedback about their experience.

It is expected that by sending the survey to a significant number of students, enough responses will be received to indicate general student satisfaction.

#### Result

# Survey To Track And Measure Client Satisfaction

During the 2014-2015 Academic Year, the SHSU Online Support Desk developed and launched a program evaluation initiative. The Support Desk sends

out at least 200 surveys per month, to track and measure client satisfaction and garner feedback.

There are no actions for this objective.

#### Objective (P)

#### Chat Services Deployment P

In the 2014-2015 Academic year, the Support Desk will offer chat services for faculty, staff and students of Sam Houston State University in order to broaden the scope and availability of technology support.

# KPI Performance

Indicator

## Chat Services Deployment P

Success will be measured by the overall student, faculty and staff utilization of the chat support feature and the ability of the SHSU Online Support Desk to keep up with demand.

#### Result

# Chat Services Deployment P

During the 2014-2015 Academic Year, the SHSU Online Support Desk researched and successfully implemented chat support services for faculty, staff and students of Sam Houston State University in order to broaden the scope and availability of technology support.

There are no actions for this objective.

# Goal

# Training And Development

Provide high quality training and development opportunities for faculty and staff at SHSU, focusing on best practices in online education.

#### Objective (P)

#### Assessment Certification Online Course P

In the 2014-2015 Academic year, the Course Development area will develop and teach a new series of online certification courses focused on Effective Student Assessment.

#### KPI Performance Indicator

# Assessment Certification Online Course P

By providing an online course for instructors that focuses on assessment strategies, instructors will be able to learn about best practices in online assessment and will be able to provide students a higher quality online experience.

Success will be measured by the completion and implementation of the training course.

#### Result

#### Assessment Certification Online Course P

During the 2014-2015 Academic Year the SHSU Online Training team developed and launched the Strategies

& Practices for Effective Assessment online certification course.

There are no actions for this objective.

# Objective (P) Student Engagement Online Course P

In the 2014-2015 Academic year, the Course Development area will develop and teach a new online certification course focused on Student Engagement.

KPI Performance Indicator

# Student Engagement Online Course P

By providing an online course for instructors that focuses on student engagement, instructors will be able to learn about ways to get students engaged in online classrooms.

Success will be measured by the completion and implementation of the training course.

Result Student Engagement Online Course 🎤

During the 2014-2015 Academic Year the SHSU Online Training team developed and launched the Designing Engaging Content self-paced online certification course.

There are no actions for this objective.

# Objective (P) Provide Face-to-Face Training P

In the 2014-2015 Academic Year, the Course Development area will offer a minimum of 100 face-to-face training sessions in the main, and the Woodlands campus.

KPI Performance Indicator

# Provide Face-to-Face Training P

By providing face-to-face training opportunities, instructors have an opportunity to meet with people on the SHSU Online team and learn about tools and methods for online instruction.

Success will be measured by total number of formal face-to-face training sessions that are offered.

Result Provide Face-to-Face Training P

During the 2014-2015 Academic Year the SHSU Online Training team offered 116 face-to-face training

sessions.

There are no actions for this objective.

# Objective (P) Inform Users About Blackboard Updates P

In the 2014-2015 Academic year, the Faculty Development area will develop a series of training sessions that will cover the changes coming in the December Blackboard upgrade to facilitate a smooth transition for distance and correspondence education faculty and students.

#### KPI Performance Indicator

# Inform Users About Blackboard Updates P

When there are changes in the learning management system, users must be kept up to date with the latest information about the tools.

Success will be measured by the completion and implementation of the training sessions.

#### Result

## Inform Users About Blackboard Updates /

During the 2014-2015 Academic year the SHSU Online Training team developed and launched the self-paced, completely online "What's New in Teaching & Learning for Blackboard April 2014 Release" course.

There are no actions for this objective.

#### Objective (P)

# Provide Printable Training Artifacts P

In the 2014-2015 Academic year, the Course Development area will augment the availability and variety printable/downloadable training artifacts within the faculty training self-pace course, adding a minimum of 50 training artifacts.

## KPI Performance Indicator

## Provide Printable Training Artifacts P

Some users prefer to have downloadable or hard copies of training materials that supplement the instruction they receive from SHSU Online.

Success will be measured by the creation and distribution of training artifacts.

#### Result

# Provide Printable Training Artifacts P

During the 2014-2015 Academic Year the SHSU Online Training team augmented the availability and variety of printable/downloadable training artifacts within the faculty & student self-pace support organizations, adding 90 training artifacts.

There are no actions for this objective.

## Goal

# Course Development Team P

Provide high quality instructional design support for all courses that utilize Blackboard at SHSU, focusing primarily on exclusively online courses.

#### Objective (P)

# Increase Online Course Offerings P

In the 2014-2015 Academic Year, the Course Development area will increase online course offerings via new course developments by 10%.

#### KPI Performance Indicator

# Increase Online Course Offerings P

Growth is required for continued success of online programs.

Success for this objective will be measured by growth in the total number of courses that are offered online, as well as the number of online course sections.

#### Result

# Increase Online Course Offerings P

In the 2014-2015 Academic Year the Course Development area of SHSU Online increased online course offerings in two different ways.

- The Online Development area oversaw the addition of 104 new online courses, or a 14% growth in courses developed over the 2013 – 2014 Academic Year.
- 2. The Online Development area assisted in the delivery of 1,736 online course sections, up from the 1,366 course sections delivered online in the 2013 2014 Academic Year. This equated to a 27% increase in online courses delivered.

There are no actions for this objective.

#### Objective (P)

#### Support Instructional Methodologies P

In the 2014-2015 Academic Year, the Course Development area will support pedagogically-sound instructional design methodologies for all online, hybrid, and web-assisted courses in all seven of the University's Colleges.

## KPI Performance Indicator

## Support Instructional Methodologies P

The growth of online programs is dependent on the successful implementation of pedagogically-sound instructional methodologies.

Success in this area will be measured by the implementation of tools and training sessions that inform instructors about best practices in online education and how to utilize those best practices in relation to their course subjects.

#### Result

#### Support Instructional Methodologies P

The Course Development area of SHSU Online supported the university's efforts in pedagogically-

sound instructional design methodologies in two different ways.

- A rubric for pedagogically sound course development was created by members of the Course Development team. This rubric is used to evaluate all courses eligible to receive a stipend, it is used when a course is newly designed for online delivery, and it is also used to assist in the process of course redesigns.
- All online instructors are recommend to attend training courses provided by the SHSU Online Training and Development Team.

There are no actions for this objective.

#### Objective (P)

#### Collaborate With Internal DELTA Teams P

In the 2014-2015 Academic Year, the Course Development area will continue to work collaboratively with internal DELTA Teams in support of external constituencies in the design and implementation of training portals, online professional development courses, and technology support.

#### KPI Performance Indicator

#### Collaborate With Internal DELTA Teams P

In order for DELTA to function as a cohesive unit and support external clients, internal teams must collaborate and look for new opporunities for growth.

Success will be measured by attracting external clients and creating course offerings for them.

#### Result

#### Collaborate With Internal DELTA Teams

In the 2014-2015 Academic Year the Course Development area of SHSU Online continued work with external constituencies as follows:

- For PJC Investments (Miracle Ear), SHSU Online developed a set of 11 courses used for training, disseminating information, and administrative coordination. We provided training, support, and additional capability for videoconferencing.
- For the Region 6 Education Service Center, SHSU Online developed high school level course for Business Management, Computer Science I & II for Pascal, and Computer Science I & II for Java. These are scheduled for deployment for the 2015-2016 cycle. Training is underway for the prospective instructors.
- For ENCRIPT, SHSU Online worked with CJ Online to develop 4 courses used for training and professional development. We also have 2 additional courses that have been developed and should go live in 2015. We provided

- training, support, portal setup and registration setup.
- 4. For LCC, SHSU Online worked with CJ Online to develop 1 ongoing cohort course taught several times throughout the year for training and professional development. We provided training, support, portal setup and registration setup.
- For CJAD, SHSU Online worked with CJ Online to develop 3 courses of which two will go to a pilot run in the late part of 2015. Support was given on portal setup, training and registration process.
- 6. For Forensic Commission, SHSU Online worked with CJ Online to develop 8 courses used for training and professional development. We also have an additional 9th course that has been developed and should go live in the late part of 2015. We provided training, support, portal setup and registration setup.

There are no actions for this objective.

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#### Goal

# Systems Administration 🎤

Provide high quality systems and data support to ensure that the university's learning management systems operates optimally.

#### Objective (P)

#### Document Online Attendance P

In the 2014-2015 Academic Year, the Course Development area will collect, query, and provide metrics around online attendance for the purposes of student loan verification, issuing a minimum of 100 individual Course Activity Reports.

## KPI Performance Indicator

## Document Online Attendance

In order to assist with student loan verification, student attendance reports must be created.

Success of this objective will be measured by the total number of Course Activity Reports that are created.

#### Result

#### Document Online Attendance P

The Course Development area provided 129 reports of online attendance and activity to the Registrar's office during the 2014-2015 Academic Year.

There are no actions for this objective.

#### Objective (P)

#### Upgrade Blackboard Learning Management System P

In the 2014-2015 Academic Year, the Course Development area will upgrade the Blackboard production server to better meet the academic needs of online teaching and learning space at Sam

Houston State University.

## KPI Performance Indicator

#### Upgrade Blackboard Learning Management System 🎤

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Periodically, there are updates to the Blackboard Learning Management system that must be applied locally for continued use.

Success will be measured by the implementation of such updates as required.

#### Result

# Upgrade Blackboard Learning Management System

During the 2014-2015 Academic Year the system went through one major and five minor upgrades.

- In September 2014 a minor upgrade was performed to Cumulative Update 11.
- In December 2014 a minor upgrade was performed to Cumulative Update 12.
- In December 2014, the system went through a major upgrade from Learn 9.1 Service Pack 13 to Learn 9.1 Service Pack April 2014, Cumulative Update 2.
- In January 2015, the system went through a minor upgrade to Cumulative Update 3.
- In April 2015, the system went through a minor upgrade to Cumulative Update 4.
- In July 2015, the system went through a minor upgrade to Cumulative Update 5.

There are no actions for this objective.

#### Objective (P)

# Integrate Third-Party Tools 🎤

In the 2014-2015 Academic Year, the Course Development Area will add and manage at least 2 integrations between Blackboard and third-party tools to better meet the academic needs of online teaching and learning space at Sam Houston State University.

#### KPI Performance Indicator

## Integrate Third-Party Tools P

Third-party tools are integrated into Blackboard to provide faculty and staff improved functionality and additional instructional options.

Success for this objective will be measured by the total number of new third-party tools that are integrated into Blackboard at SHSU.

#### Result

## Integrate Third-Party Tools 🎤

During the 2014-2015 Academic Year, six new integrations were added to the production Blackboard server:

- ProctorFree online test proctoring service
- Barnes and Noble/Faculty Enlight online textbook adoption and purchase tools
- SpringShare/LibApps online Library Guide embedding into Blackboard courses
- TK20 LMS integration embedding assignments into Blackboard courses
- ExamSoft integration syncing roster and course information from Blackboard courses to ExamSoft courses
- Hawkes Course Sync tool to sync grades between Blackboard and Hawkes courses

There are no actions for this objective.

#### Objective (P)

#### Streamline SIS Upload Process P

In the 2014-2015 Academic Year, the Course Development Area will work with IT to add to and streamline the SIS upload process that loads information from Banner into the production Blackboard server.

#### KPI Performance Indicator

## Streamline SIS Upload Process P

The SIS upload process allows applicable information that is entered into Banner to be transferred to Blackboard.

Success for this objective will be measured by increasing the functionality of the transfer process.

#### Result

#### Streamline SIS Upload Process P

Yes, during the 2014-2015 Academic Year the Course Development team worked closely with IT to add the following to the SIS Upload process:

- Add SAM ID numbers to all user accounts so that students could be identified and looked up by that information in Blackboard
- Add course to corresponding node upon creation automatically using the SIS Upload process

There are no actions for this objective.

#### Objective (P)

# Maintain Institutional Hierarchy Tool P

In the 2014-2015 Academic Year, the Course Development area will maintain and streamline the Institutional Hierarchy tool within the Blackboard server to organize and facilitate release of tools and information to different colleges and course departments on the production Blackboard server.

KPI Performance Indicator

#### Maintain Institutional Hierarchy Tool P

In order to be able to better service unique colleges at SHSU, an Institutional Hierarchy must be utilized within Blackboard to allow for actions that only affect specific groups.

Success for this objective will be measured by increasing the functionality of the Institutional Hierarchy.

#### Result

# Maintain Institutional Hierarchy Tool P

During the 2014-2015 Academic Year the Course Development team added the DVED and AMST nodes to the Institutional Hierarchy to account for new course subjects. The Course Development team also used the Institutional Hierarchy to allow department chairs and deans access to their colleges' courses without allowing access to all courses, and used the tool to allow access to tools purchased only by certain colleges or departments to those colleges or departments (for example, ExamSoft is only available to NURS – Nursing).

There are no actions for this objective.

#### Goal

## Online Program Growth 🎤

Provide a full range of support services to promote online program growth at SHSU.

#### Objective (P)

## Add New Distance Programs P

In the 2014-2015 Academic Year, the Course Development area will add new programs to be delivered via distance education:

- Add at least one new undergraduate program will be launched by 08/15
- Add at least one new graduate program will be launched by 08/15.

#### KPI Performance Indicator

#### Add New Distance Programs P

In order to promote continued growth of SHSU Online, new online programs must be created.

Success for this objective will be measured by the creation of new entirely online programs.

## Result

# Add New Distance Programs P

BSN, Nursing (shows as only 26% of hours developed but accepted students last Fall – only 3 took orientation course)

MA, Kinesiology Sports and Human Performance

EdD, Developmental Education Administration (5 courses missing but accepting students)

EdD, Instructional Technology has been approved but only two courses developed as of Fall 2015. Accepting students starting Fall 2015. Will count for 2015-2016 academic year.

There are no actions for this objective.

#### Goal

# Video Production Services And Support P

Provide high quality video production services at SHSU, focusing on faculty video recording as well as non-academic projects across campus.

#### Objective (P)

## Increase Video Support P

Increase video support of SHSU Online and the entire University at least 10% during 2014.

#### KPI Performance Indicator

## Increase Video Support P

Video production and support covers all aspects of video production both academically and non-academically. This includes the creation of videos, assisting with the placement of videos in courses, and providing options to ensure that videos are ADA compliant.

Success for this objective will be measured by an overall increase in video support services when compared to the previous academic year.

#### Result

#### Increase Video Support P

SHSU Online Video Team has increased support of SHSU Online courses and University wide events in all areas during 2014-2015. In this time we have created a new lecture capture studio housed in Templeton building to effectively give us two working studios (Templeton and Dan Rather) that can be reserved based upon type of recording.

SHSU Online Video Production and Course Development teams have increased the amount of courses that are ADA compliant by providing closed captioning and transcription services; Over 100 hours of video captioned in spring alone.

SHSU Online Video Production is helping to implement new broadcast systems in Athletics and Mass Communications. SHSU Online works directly with a Mass Comm Faculty member hired to lead student production teams to broadcast SHSU Athletic events. All equipment has been specified, acquired, and maintained by SHSU Online to help facilitate streaming production opportunities for not only the university but to help get students practical experience while earning

their degree.

There are no actions for this objective.

#### Goal

## Marketing, Communication And Media Services P

Provide high quality marketing, communication and media service production and support for SHSU Online and colleges at SHSU.

#### Objective (P)

# Increase Search Rankings P

Continue increasing Google search referrals for queries involving SHSU Online Programs. Achieve listing on top 10 Google SERPs for existing programs by 08/2015.

#### KPI Performance Indicator

## Increase Search Rankings P

An important step in attracting new students to SHSU and raising the awareness about online programs is ensuring that all of the programs rank highly when searched for using Google.

Success for this objective will be measured by achieving listings within the top ten search result pages for each SHSU Online program.

#### Result

# Increase Search Rankings P

All SHSU Online programs currently rank in the top 10 pages on search engines for key words and phrases.

There are no actions for this objective.

#### Objective (P)

#### Improve Web Optimization /

Continue leading and supporting Web Optimization Project Advisory Committee to engage campus in continuous improvement on the Web.

#### KPI Performance Indicator

#### Improve Web Optimization P

As web standards change, it is important to keep all websites related to SHSU up to the level of the current standards.

## Result

#### Improve Web Optimization P

Our team has continued to collaborate with Enrollment Management, IT and the SHSU Colleges on the Web Optimization Project. We have launched several key projects including a mobile-friendly upgrade for the SHSU website and most college websites. In addition, the team continues to support a campus-wide digital marketing campaign designed to drive enrollment. Finally, the team continues to conduct a longitudinal

study of newly-enrolled graduate and undergraduate students to measure their perceptions of the university and college websites with respect to admissions and enrollment.

There are no actions for this objective.

#### Objective (P)

#### Provide Web Development Services P

Provide quality web design and content development services to SHSU Online, Academic Affairs and the entire University. Complete landing pages for all SHSU programs by 08/2015.

## KPI Performance Indicator

#### Provide Web Development Services

The benefit of having a dedicated web team at SHSU Online is that projects may be completed for other entities at SHSU when needed.

Success for this objective will be measured by the completion of various web design projects for non-SHSU Online entities and by completing landing pages for all SHSU programs.

#### Result

#### Provide Web Development Services

In addition to hundreds of website updates, the SHSU Online web content team has completed 39 major web projects for campus this year with another 26 currently in progress. Of the 171 program landing pages needed, all but 11 (93.5%) have been completed.

There are no actions for this objective.

## Objective (P)

#### Expand ITV Support 🎤

Provide quality multimedia and ITV support services for SHSU Online, Academic Affairs and the entire University. Add additional ITV and classroom support services by 08/2015.

#### KPI Performance Indicator

#### Expand ITV Support P

ITV is another tool that SHSU Online utilizes to deliver course content.

Success for this objective will be based on the expansion of current ITV capabilities and classroom support services.

#### Result

## Expand ITV Support P

The SHSU online team has supported 16 ITV classes and special sessions this year representing approximately 336 hours of direct classroom support. Since absorbing full support of ITV on campus, service levels to faculty have increased to include in-person live technical support on both the Huntsville and Woodlands side of each class. New equipment was

installed in support of the Nursing Department and new video conferencing technology was implemented.

There are no actions for this objective.

#### Objective (P)

#### Increase Online Growth P

Market and promote SHSU Online Programs by contribute to the increase of online enrollments for 2014-15 Academic Year. Collaborate with SHSU Online team and colleges to achieve

at least 10% growth in online enrollments by 08/2015.

#### KPI Performance Indicator

#### Increase Online Growth P

Similar to the growth objectives in other aspects of SHSU Online, the marketing team must contribute by attracting new students to increase total enrollments.

Success for this objective will be measured by the total growth in online enrollments for the academic year.

#### Result

## Increase Online Growth P

Marketed SHSU Online programs via web, social media, television, radio, and traditional recruiting methods. To date, these efforts have resulted in over 2000 named prospective student leads and over 120 new students enrolled, a conversion rate of around 6%. Overall online enrollments for FY14/15 increased 24%

There are no actions for this objective.

#### Objective (P)

#### Foster Public Relations P

Foster positive public relations with SHSU Online faculty, student and staff constituencies.

### KPI Performance Indicator

#### Foster Public Relations P

In order for SHSU Online to effectively work with other departments at SHSU, positive relationships must be formed.

Success for this objective will be measured by the implementation of communication methods to inform other departments about what is going on at SHSU Online.

## Result

# Foster Public Relations P

Developed/published an SHSU Online newsletter for SHSU faculty and staff. The newsletter, which is published via SHSU email and delivered through Blackboard, is published every month this academic year with strong readership as follows:

- September, 1148 page views
- October, 1,883 page views
- November, 887 page views
- December, 1022 page views

- January, 896 page views
- February, 682 page views
- March, 1,172 page views
- April, 451 page views
- May, 527 page views
- June, 669 page views
- July, 576 page views

There are no actions for this objective.

#### Objective (P) Student Community Development P

Develop a successful online student community.

KPI

Performance Indicator

#### Student Community Development P

One aspect of the university experience that online students generally miss out on is the interactions they have with other students outside of the classroom.

Success for this objective will be measured by the creation of a method for online students to interact with each other online, outside of classes.

Result Student Community Development P

> Developed "Student Central," a student community in Blackboard.

There are no actions for this objective.

#### Conference Attendance P Objective (P)

Increase 2015 conference attendance by 10%.

KPI

Performance Indicator

#### Conference Attendance P

The annual SHSU Online Teaching and Learning Conference is a great way to expose people outside of SHSU Online, both at SHSU and beyond, about teaching methods and how to foster outstanding online learning.

Success for this objective will be measured by increasing the overall attendance to the SHSU Online Teaching and

Learning Conference.

Result Conference Attendance P

> Increased SHSU Online Teaching Learning

conference attendance by 52%

There are no actions for this objective.

Provide high quality course offerings that allow workforce development in the community.

# Objective (P) Ensure Fiscal Success P

Take programmatic and fiscal action to ensure fiscal success of CE and Correspondence. Achieve positive net revenue for CE and Correspondence by 08/14.

KPI

Performance Indicator

#### Ensure Fiscal Success P

In order for Continuing Education and Correspondence to continue functioning, there must be a positive net revenue.

Success for this objective will be measured by comparing total expenditures to total revenue.

Result Ensure Fiscal Success P

Both CE and Correspondence achieved a positive net revenue. As of 08/12/15, Correspondence stands to profit \$16,398.77 and CE stands to profit \$111,179.82

There are no actions for this objective.

# Objective (P) Implement Oil And Gas Industry Courses P

Take steps to implement leadership and management courses for oil and gas industry during 2014-2015.

KPI Performance Indicator

#### Implement Oil And Gas Industry Courses P

Additional course offerings will lead to continued growth for Continuing Education.

Success will be measured by the creation and implementation of new leadership and management courses for the oil and gas industry.

Result

#### Implement Oil And Gas Industry Courses 🎤

Discussions with multiple companies were started and we were at a place where contractual negotiations were being made when the bottom of the oil and gas industry fell. Therefore, the companies decided to forego the leadership and management courses.

There are no actions for this objective.

# Objective (P) Increase Awareness P

Continue to increase awareness of students about course offerings in Correspondence and begin to streamline process for effective registrations in both Continuing Education and Correspondence.

Increase Awareness P

KPI Performance Indicator

For Correspondence to be able to maintain itself and grow, students must be aware of what is offered.

Success for this objective will be measured by the increased efforts to notify students about course offerings.

#### Result

#### Increase Awareness P

Through utilizing the Advisement Center, closed circuit TV, mass emails to juniors and seniors and other marketing avenues, we were able to communicate with students about Correspondence Coursework.

With the removal of the Nell system for Correspondence purposes, we are having conversations with IT about what the new processes will look like and what will work best for our offices. Continuing Education's registration is already online and simplified for students.

There are no actions for this objective.

# Previous Cycle's "Plan for Continuous Improvement"

#### Online Programs and Communication

Continue increasing Google search referrals for queries involving SHSU Online Programs. Achieve listing on top 10 Google SERPs for existing programs by 08/2015.

Continue leading and supporting Web Optimization Project Advisory Committee to engage campus in continuous improvement on the Web.

Provide quality web design and content development services to SHSU Online, Academic Affairs and the entire University. Complete landing pages for all SHSU programs by 08/2015.

Provide quality multimedia and ITV support services for SHSU Online, Academic Affairs and the entire University. Add additional ITV and classroom support services by 08/2015.

Market and promote SHSU Online Programs by contribute to the increase of online enrollments for 2014-15 Academic Year. Collaborate with SHSU Online team and colleges to achieve at least 10% growth in online enrollments by 08/2015.

Foster positive public relations with SHSU Online faculty, student and staff constituencies. Develop successful online student community. Increase 2015 conference attendance by 10%.

#### Online Course Development

Enable growth of online programs. In the 2014-2015 Academic Year, the Course Development area will add new programs to be delivered via distance education. Add at least one new undergraduate program will be launched by 08/15. Add at least one new graduate program will be launched by 08/15.

Provide high quality Technical Support. In the 2014-2015 Academic Year, the SHSU Online Support Desk will respond to 100% of support desk incidents within 24 hours. In the 2014-2015 Academic Year, the Support Desk will launch a program evaluation initiative, issuing at least one round of surveys (100+) per semester, to track and measure client satisfaction. In the 2014-2015 Academic year, the Support Desk will offer chat services for faculty, staff and students of Sam Houston State University in order to broaden the scope and availability of technology support.

Provide high quality Training Support. In the 2014-2015 Academic year, the Course Development area will develop and teach a new series of online certification courses focused on Effective Student Assessment. In the 2014-2015 Academic year, the Course Development area will develop and teach a new online certification course focused on Student Engagement. In the 2014-2015 Academic Year, the Course Development area will offer a minimum of 100 face-to-face training sessions in the main, and the Woodlands campus. In the 2014-2015 Academic year, the Course Development area will develop a series of training sessions that will cover the changes coming in the December Blackboard upgrade to facilitate a smooth transition for distance and correspondence education faculty and students. In the 2014-2015 Academic year, the Course Development area will augment the availability and variety of printable/downloadable training artifacts within the faculty training self-pace course, adding a minimum of 50 training artifacts.

Provide high quality Instructional Design support. In the 2014-2015 Academic Year, the Course Development area will increase online course offerings via new course developments by 10%. In the 2014-2015 Academic Year, the Course Development area will support pedagogically-sound instructional design methodologies for all online, hybrid, and web-assisted courses in all seven of the University's Colleges. In the 2014-2015 Academic Year, the Course Development area will continue to work collaboratively with internal DELTA Teams in support of external constituencies in the design and implementation of training portals, online professional development courses, and technology support.

Provide System & Data Support. In the 2014-2015 Academic Year, the Course Development area will collect, query, and provide metrics around online attendance for the purposes of student loan verification, issuing a minimum of 100 individual Course Activity Reports. In the 2014-2015 Academic Year, the Course Development area will upgrade the Blackboard production server to better meet the academic needs of online teaching and learning space at Sam Houston State University.

#### Continuing Education & Correspondence

Take programmatic and fiscal action to ensure fiscal success of CE and Correspondence. Achieve positive net revenue for CE and Correspondence by 08/14. Take steps to implement leadership and management courses for oil and gas industry during 2014-15. Continue to increase awareness of students about course offerings in Correspondence and begin to streamline process for effective registrations in both Continuing Education and Correspondence.

#### Video Production

Increase video support of SHSU Online courses and the entire University by at least 10% during 2014-15.

#### Assessment

Create and implement assessment of satisfaction with Video Production team products and services by 08/15.

Create and implement assessment of student satisfaction with Continuing Education programs and services.

#### HISD/K-12 Initiative

Work cooperatively with HISD and K-12 organization to support at least 500 new enrollments in 2014-15.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

No update has been added to this level.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

No plan has been added to this level.